SAUK RAPIDS-RICE
PUBLIC SCHOOLS

STORM

A path for every student

BRAND STYLE GUIDE

Overview of approved
Sauk Rapids-Rice Public Schools Logos

WE ARE THE STORM

The following manual provides you with specifications to accurately utilize the Sauk Rapids-Rice Public Schools brand elements. The Sauk Rapids-Rice brand has been designed to reflect an all-around standard of excellence in academics, athletics, and all other programs valued by the school. It will also help reinforce the school's core values of pride, accomplishment, and spirit. It is highly recommended that all parties using any Sauk Rapids-Rice brand elements on merchandise, web, printed materials, signage, etc., whether for internal use, departmental use, organization use, public display, being sold, or otherwise distributed in commerce, abide by the recommendation in a quality manner.

Thank you in advance for reviewing this manual, thoroughly understanding its contents, and abiding by the recommended specifications provided to preserve and protect the brand image.

For electronic files, questions, and/or approval for design elements, contact Julie Mrozek, Communications Assistant, at julie.mrozek@isd47.org.

For activities, you may contact Phillip Klaphake, Activities Director, at phillip.klaphake@isd47.org

TABLE OF CONTENTS

Brand Standards and Recomendations

- Fonts
- Accessibility
- Use of the Logos
- Layout

Visual Style Guide - Primary and Signature Logo

- Color Palette
- Application and Color Palette Recommendations for Apparel
- Alternative one-, two-, and three-color logos for embroidery and screen printing.
- Alternative Graphic elements
- Business Card
- Email Signature

Visual Style Guide - Activities Logos

- Color Palette
- Application and Color Palette Recommendations for Apparel
- Alternative one and two-color logos for embroidery and screen printing.

One-page Style Guide

QUICK GLANCE

Primary Logo



Signature Logo



Logo



Secondary Logo



Initial Logo



Circle Logo -Social Media



Mascot/Symbol



Brand Standards and Recommendations: *Fonts, Accessibility, Logo Use, Layout*

Official Typography

- Avenir is the approved typeface to be used for the overlines and underlines that make up our signature.
- A program or activity should appear in Avenir Bold Uppercase.
- The tagline should be set in Avenir oblique upper and lowercase.
- Use the guide below when typesetting underlines.

Avenir Light
Avenir Light Oblique
Avenir Book
Avenir Book Oblique
Avenir Roman
Avenir Oblique
Avenir Medium
Avenir Medium Oblique
Avenir Black
Avenir Black Oblique
Avenir ExtraBold
Avenir ExtraBold Oblique

Serpentine Light
Serpentine Light Oblique
Serpentine Medium
Serpentine Medium Oblique
Serpentine Bold
Serpentine Bold Oblique

Helvetica, Alternative
Extra Light, Light,Regular, Semi-Bold, Bold, Extra Bold, Black; Oblique

Nunito, Alternative
Light, Regular, Bold; Oblique

Accessibility and our brand colors

It's important to use strong contrasting colors in designs to make sure they can be easily read, especially for people with visual impairments.

If you are using the SRR School Green, use white to make sure you have a strong contrast.

This passes WCAG contrast guidelines with a contrast of 10.14 to 1.

These logos should not be edited or changed in any way.
***DO NOT** change the colors, rotate, use tint or opacity, crop, add shadows or effects, or put graphics over the logo*

Alternative one-color logo for embroidery and screen printing. Electronic files are available for these logos that are in black and white as well as spot colors. These can be used when the two-color process is cost-prohibitive.



Overline SAUK RAPIDS-RICE PUBLIC SCHOOLS



Tagline *A path for every student.*



Underline **CROSS COUNTRY**



Underline **MATH LEAGUE**



Primary Logo

The Sauk Rapids-Rice school district has adopted a primary logo that will be used consistently for all aspects of our school.

Signature Usage

Use for formal business purposes, presentations, graduation and in communications materials

Your signature combines your overline, your primary logo, and our tagline. This can be used in various places, including business and general use.

Logo

Use for activities, departments and buildings

The primary logo with the underline (without the tagline, and with or without the overline) can be used for activities where the underline is edited accordingly. It should be centered based on the white "STORM".

Secondary Logo

Use for activities, departments and buildings

The Sauk Rapids-Rice school district adopted a secondary logo in 2025. This mark should not be edited or changed in any way. Not recommended for formal use.

Clear Space/Minimum Size

The logo should always have a minimum clearance space around it, as noted by the "X," which is the HEIGHT of the upper part of the "R" (noted by the pink box). This prevents the logo from becoming lost or too crowded. If you are unsure, please contact the activities department

Visual Style Guide - Primary and Signature Logo

Color Palette

Please use the color combinations below to match approved colors exactly. The Sauk Rapids-Rice District Office must approve any deviations from these official colors.

1 COLOR BLACK

- GRAY 1— 40% BLACK
- BLACK—100% BLACK
- GRAY 2—20% BLACK
- GRAY 3—45% BLACK

RGB

- GREEN—24, 87, 52
- YELLOW 1—255, 242, 0
- YELLOW 2—255, 204, 50
- YELLOW 3—248, 158, 81
- GRAY—167, 169, 172

HEX

- GREEN—185734
- YELLOW 1—FFF200
- YELLOW 2—FFCC32
- YELLOW 3—F89E51
- GRAY—A7A9AC

CMYK

- GREEN——71% Cyan,10% Magenta, 76% Yellow, 61% Black
- YELLOW 1—100% Yellow
- YELLOW 2—20% Magenta, 90% Yellow
- YELLOW 3—45% Magenta, 76% Yellow
- GRAY———40% Black

SPOT COLORS

- GREEN— Pantone 357
- YELLOW 1— Pantone Process Yellow
- YELLOW 2— Pantone 123
- YELLOW 3— Pantone 157
- GRAY— Pantone Cool Gray Number 8

Application and Color Palette Recommendations for Apparel



Alternative one- and three-color logos for embroidery and screen printing. Electronic files are available for these logos that are in black and white as well as two spot colors. These can be used when the five-color process is cost-prohibitive.



Email Signature

Name* (14pt Avenir Bold)
*Credentials (optional, if applicable)
Position

District Name
Building and Address

Direct or Building Phone Number

Website www.isd47.org
District logo (optional, standardized size with alt text)
(not recommended to have other graphics, interests, and/or quotes

Jane Doe
Math Teacher

Sauk Rapids-Rice Public Schools
Middle School
901 1st Street South
Sauk Rapids, MN 56379

320-259-8909
www.isd47.org

Business Card

SAUK RAPIDS-RICE
PUBLIC SCHOOLS

A path for every student.

Bradley D. Bergstrom supt.bradley.bergstrom@isd47.org
SUPERINTENDENT **320.253.4703**

Alternative Graphic elements

Electronic files are available for these elements that can be used as alternative visual aids in materials, clothing and signage.



Alternative one-color logo for embroidery and screen printing. Electronic files are available for these logos that are in black and white as well as spot colors. These can be used when the two-color process is cost-prohibitive.

Visual Style Guide - Secondary Logos

Color Palette

Please use the color combinations below to match approved colors exactly. The Sauk Rapids-Rice High School Activities Director and/or District Communications must approve any deviations from these official colors.

RGB
1 GREEN—24, 87, 52
3 YELLOW 3—248, 158, 81

HEX
1 GREEN—185734
3 YELLOW 3—F89E51

SPOT COLORS
1 GREEN— Pantone 357
3 YELLOW 3— Pantone 157

CMYK
1 GREEN–71% Cyan,10% Magenta, 76% Yellow, 61% Black
3 YELLOW 3—45% Magenta, 76% Yellow



1 COLOR BLACK
GRAY 1— 40%
BLACK BLACK—100%

RGB
GRAY—167, 169, 172
Black—0, 0, 0

HEX
GRAY—A7A9AC
BLACK—000000

SPOT COLORS
GRAY— Pantone Cool Gray Number 8
BLACK—Pantone Black

CMYK
GRAY———36% Cyan, 28% Magenta, 27% Yellow, 0% Black
BLACK——— 75% Cyan, 68% Magenta, 67% Yellow, 90% Black



Examples of Logo Use



Examples of Secondary Logo use



Mascot/Symbol



Application and Color Palette Recommendations for Apparel



DO NOT change the color.

DO NOT crop the logo.

DO NOT put graphics over logo.

DO NOT use tint or opacity.

DO NOT rotate the logo.

DO NOT add shadows or effects.

Alternative one-color logo for embroidery and screen printing. Electronic files are available for these logos that are in black and white as well as spot colors. These can be used when the two-color process is cost-prohibitive.